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bottle cap with prize underneath

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... and match different "pairs" in order to win a cash **prize**. ... The **bottle caps** and all eight **bottle cap** liners are show ... of the X-Wing used on the **bottle** hangers and ...

[www.ncf.ca/~cn333/promo.htm](#) - 8k - [Cached](#) - [Similar pages](#)

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The Easy Way to Buy Bottles!
Avail. by the case No minimum order
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... for a specially-marked "NLF Super Bowl Promotion" game piece printed **underneath**

bottle caps of ... All **prize** claims containing **bottle cap** game pieces ...
[www.pepsi.com/current/pepsi_sports/nfl/tailgatetime/grabapepsi/rules.html](#) - 26k - [Cached](#) - [Similar pages](#)

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[Official Rules](#)

... Game pieces printed **underneath bottle caps** of 20 oz. ... 4. MAILING INSTRUCTIONS .

All **bottle cap** game pieces, for **prize** claim or Bonus Offer redemption ...
[www.gearupbaby.com/content/rules.html](#) - 52k - [Cached](#) - [Similar pages](#)

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[I woke up in a strange place.](#)

... will fly me out to Hollywood to receive my **prize**, a free ... If you would like me to touch

your **bottle cap** in the ... are the results for a web search on **cap'n crunch** ...
[www.whatjailislike.com/strangeplace/archives010323.html](#) - 33k - [Cached](#) - [Similar pages](#)

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[Indelible Images - Mississippi Moment](#)

... and the pot of gold (a \$400 door **prize**) at the end ... it starts to come back through, just a little, **underneath** all that ... On a middle step, there was a **bottle cap**. ...

[www.smithsonianmag.si.edu/smithsonian/issues02/sep02/indelible.html](#) - 15k - [Cached](#) - [Similar pages](#)

[I Hate Myself](#)

... savage terrier quickly ran away with his gory **prize**. ... cot, then slid the cord **underneath** and wrapped ... the soft, pink, rubber center on the Novocain **bottle's cap**. ...

[www.hotad.com/fiction/ihate15.html](#) - 17k - [Cached](#) - [Similar pages](#)

[Untitled](#)

... The top side of the **bottle caps** > (and yes, it was ... Under each **cap** was this grey liner that you had to ... t remember what the cash amount of > the **prize** was (may ...

[inthe00s.com/archive/inthe80s/bbs5/webBBS_5395.shtml](#) - 10k - [Cached](#) - [Similar pages](#)

Untitled

... the marmalade jar, "killing somebody **underneath**," or make a ... an odd (and contemporary-looking) **bottle cap** and an ... Zwerger, a prolific and **prize**-winning Viennese ...
www.lewiscarroll.org/news/nyt112199.html - 7k - [Cached](#) - [Similar pages](#)

DIY BUSINESS NEWS JAPAN

... The translucent **cap** is easy to recognize inside, keeping safe. ... 2. Silver **Prize**
"Handle for Reusing Pet **Bottle**" by Imotani The handle instantly ...
www.diy.com/news/products.html - 39k - [Cached](#) - [Similar pages](#)

[PDF]Upscope Nov 2002.p65

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... ing and bringing a special door **prize** that brought ... and secure the 3- quarter group
underneath the upper ... the straw through the hole in the **bottle's cap** and seal ...
www.subveteran.org/News/Upscope_Nov_2002.pdf - [Similar pages](#)

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Canadian Food and Beverage Related Promotions:

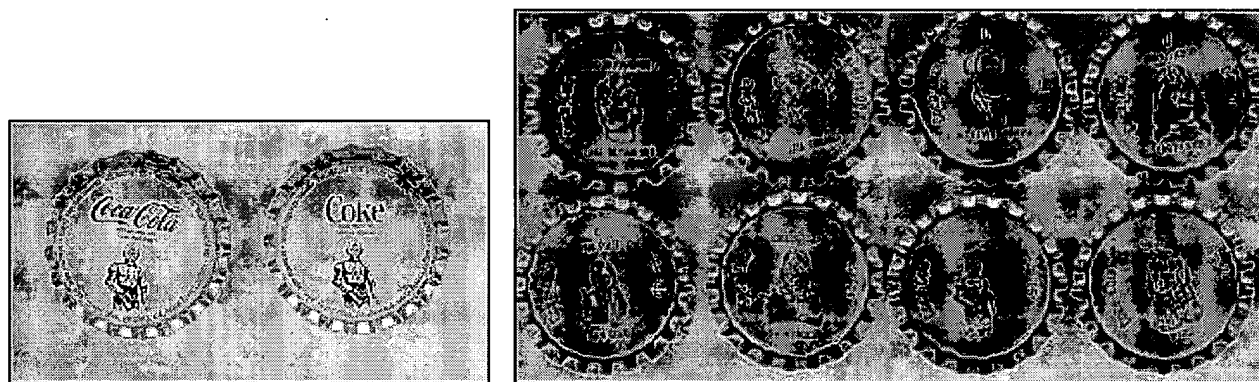
Coca Cola Promotions:

Coca Cola (or simply "Coke") was very active in Canada in terms of Star Wars related promotions between 1977 and 1985. Among the very first for the Star Wars franchise was the "Match Star Wars Pairs" promotion which took place in the summer of 1978. Players would peel the Coke bottle cap liners from beneath the caps of specially marked Coca Cola bottles to try and match different "pairs" in order to win a cash prize. The specially marked bottle caps were white caps with a black etching of C-3PO with either the "Coca Cola" or "Coke" logos printed on them.

The game was certainly not for high rollers, as the dollar rewards were quite low. For example:

- Match Luke Skywalker with Leia Organa and win \$1.00
- Match Ben (Obi-Wan) Kenobi with Darth Vader and win 50 cents
- Match Han Solo with Chewbacca and win 25 cents
- Match C-3PO with R2-D2 and win 15 cents

The bottle caps and all eight bottle cap liners are show below:



There were also several paper items that were used to promote the contest. Shown below is a paper hanger that hung around the necks of three Coke bottles on one side of the 6-pack carry cases. It showed the pairs to match in the game, as well as offering a Star Wars poster (Hildebrandt art) by mail-order for \$1.00. The reverse of the hanger stated the rules of the game.

Also used as part of the promotion was a larger sign that showed the pairs to match as part of the game. There was nothing shown on the reverse. The sign is shown below.

Fans of the Kenner line of Star Wars toys will notice that the illustration of the X-Wing used on the bottle hangers and promotional sign is that of the Kenner toy released earlier in the same year, 1978.

~~Urszula Cegielnik~~
~~CP2-10C02~~

4/21/03

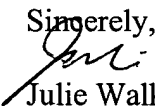
Urszula:

Attached are the results of your request regarding a bottle cap liner with message underneath.

I printed out citations only for those items that appeared at least modestly relevant; titles for the remaining are attached for your review. Although I marked some items, I recommend you review them all.

If you have any questions or would like the search reworked in any way, please don't hesitate to call me at 305-8587 or email me at Julie.walko@uspto.gov.

Sincerely,


Julie Walko
CP2 2C08